

APR -3 1925

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SACKCLOTH AND SCARLET

Photoplay in 7 reels

From the novel by George Gibbs

Adapted by Jules Furthman and Julie Herne

Author of the photoplay (under section 62)

Famous Players Lasky Corporation of U.S.

Kagor Productions Inc. of U.S.

# PRESS

Robert Kane presents  
HENRY KING'S  
"SACKCLOTH AND SCARLET"  
with ALICE TERRY  
From the novel by George Gibbs  
Screen play by Tom Geraghty, John Furthman and  
A Paramount Picture

PURPOSE: To Help You See the Picture

## HENRY KING HAS MADE A GREAT IN "SACKCLOTH AND SCARLET"

### PUTTING IT OVER RIGHT

"Sackcloth and Scarlet" is distinctly a woman picture. Make your appeal to the women patrons.

Tell them that the man who made "The White Sister," "Tol'able David" and "Romola" also directed this one.

Women have longed to see Alice Terry appearing in modern gowns. She does so for the first time in her career in this picture. The dozen beautiful creations displayed by Miss Terry in the production were designed by the man responsible for all of Gloria Swanson's fashions. Obvious tie-ups here.

Tie-up with the book stores—window displays of George Gibbs' novel with a placard to the effect that here is the story from which the Paramount picture, "Sackcloth and Scarlet" now at the... Theatre, was made. Use stills from the picture, too.

Newspaper teaser; "Do you wear SACKCLOTH or SCARLET?"

"What do you know about SACKCLOTH AND SCARLET?"

Send your patrons a piece of sackcloth and a piece of scarlet material. Enclose a herald on the production.

Put over some sort of stunt with local woolen and worsted manufacturers, silk mills, etc.

Have ministers make the theme of the picture the subject of a sermon.

Great western stuff in this one, too. Get this across in your lobby.

"Sackcloth and Scarlet" was first published serially in the Red Book Magazine and the furor it created led to its publication as a novel. Speaks well for the story.

And ask the average picture fan to mention a dozen of the most popular of the established screen stars and it's dollars to doughnuts that Alice Terry will be well up in the list. Remember Miss Terry has never appeared in the stellar role of a picture that did not score a bull's eye.

—and "Sackcloth and Scarlet" is no exception.

Get in touch with a Paramount exploiter to help you put this one

### Paramount Film At the Rialto

Alice Terry Heads Cast of  
"Sackcloth and Scarlet"

(Synopsis Story)

"SACKCLOTH AND SCARLET," a Paramount picture directed by Henry King from the novel by that name by George Gibbs, comes to the... Theatre on... next for a... days' run. Alice Terry is featured in the production and Dorothy Sebastian and Orville Caldwell, prominent on the stage, head the supporting cast.

The story concerns two orphan sisters, Joan and Polly Freeman, two New York girls, of good social position and moderate wealth, who are both more than ordinarily attractive and beautiful. But their characters are utterly unlike; Polly is frivolous, selfish and heartless; Joan, the elder of the two, is fine, self-sacrificing and splendidly strong. Polly leaves their beautiful home ostensibly for a visit to an aunt in the West but actually in search of adventure.

Registering under an assumed name at a California mountain resort, she plays with the love of one of the guides, Edwards, a handsome, manly fellow. When he proposes marriage she deserts and returns

At last, she confesses to her sister, who, splendidly to the occasion. They go to a little town in France where the boy Jack is born to Polly who runs away to Paris and marries a dancer. Joan, to shield her sister, permits the world to place its censure upon her.

Finally, one of her few real friends persuades Joan to live with her in Washington. Edwards also is in Washington. He has worked hard, struck it rich and has been made a congressman. He meets Joan, whom he does not know is a sister of the girl he met in the West, and they fall in love.

She declines marriage, saying there is a barrier. He says he has a shadow in his own past life but that their love will overcome all that. A few days before the wedding, Polly returns from Paris. She has divorced her husband.

She is jealous of Joan and determines to take Edwards now that he is successful. This situation builds to a dramatic finish that is said to be one of the most remarkable ever put on the screen.

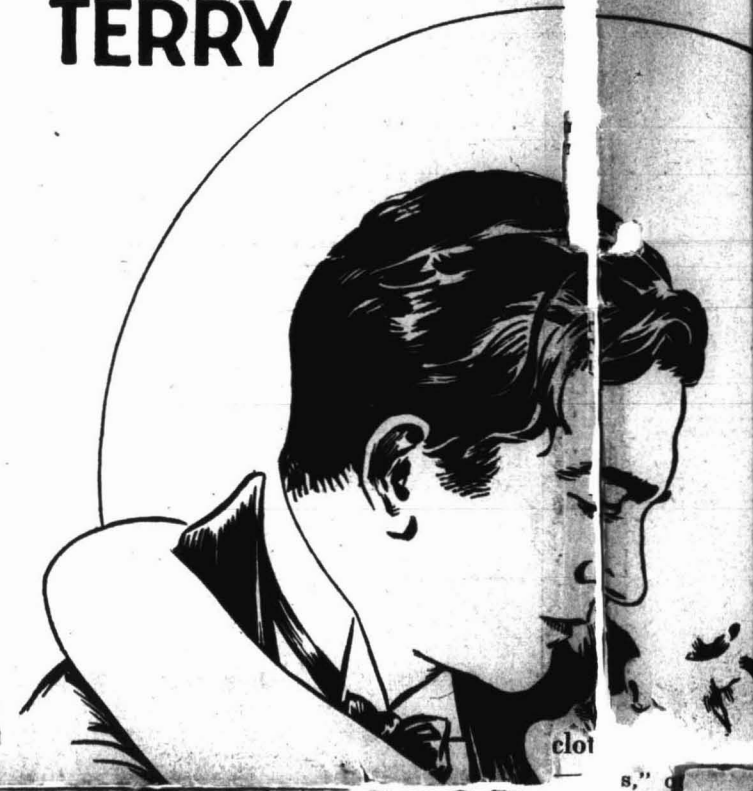
"Sackcloth and Scarlet" was adapted for the screen by Tom

The girl who gives us the g

UNSELFISH love is vital warmth and strength; se

How a fine, big-hearted girl assumes the sackcloth and how it affected their lives a

—WITH—  
**ALICE  
TERRY**



ROBERT KANE  
PRESENTS  
HENRY  
KING'S

"SACKCLOTH and SCARLET"

Three-column Newspaper

Tabloid Picture

One of the finest showing Dorot



OUNT

# SHEET

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A Paramount Picture

SE: To Help You Sell the Picture to the Public.

## BE A GREAT WOMAN-PICTURE "SACKCLOTH AND SCARLET", WITH ALICE TERRY

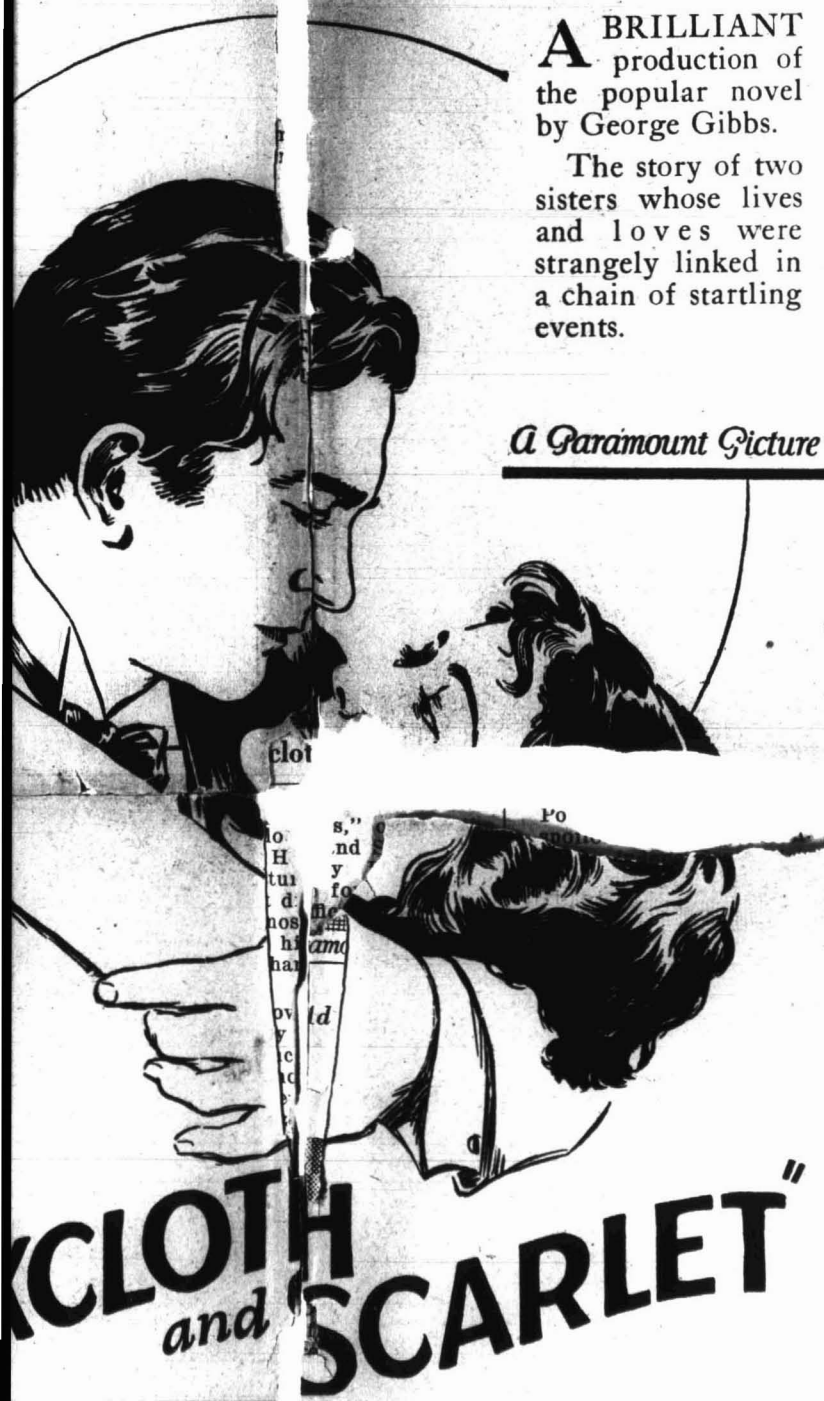
who gives us the girl who takes  
vital warmth and strength; selfish passion is a devastating  
hearted girl assumes the sackcloth of expiation for her irre-  
nd how it affected their lives and happiness.

### Plenty of Box Office in This Paramount Picture

A Film Version of the Present Day  
Best-Seller by George Gibbs  
— One of the Second  
Famous Forty

A BRILLIANT  
production of  
the popular novel  
by George Gibbs.  
The story of two  
sisters whose lives  
and loves were  
strangely linked in  
a chain of startling  
events.

A Paramount Picture



A BIG, human theme develops in this picture. It is the  
story of two sisters, Joan, the elder, is of a fine nature;  
Polly, the younger, is light-minded, irresponsible. They are  
orphans.

When Polly gets into difficulties in the Canadian Rockies,  
it is Joan who must shoulder the burden. After baby Jack  
is born the mother leaves to Joan all the care of him. It is  
a gripping situation—mighty interesting in the graphic pres-  
entation of the big-spirited, warm-hearted character well  
nigh losing out on the great happiness that should be hers,  
because of another's deeds.

How it comes about that Joan can yet find her way to  
happiness and love is a most delightful feature of the pro-  
duction.

Alice Terry plays Joan. Dorothy Sebastian, a new screen  
"find," is Polly. Henry King, producer of "The White  
Sister," "Romola" and others, directed the picture from the  
novel of the same name by George Gibbs. Tom Geraghty,  
Jules Furthman and Julie Herne collaborated on the screen  
play.

George Gibbs is one of the most successful novelists in  
America. The publishers of the Red Book stamp "Sack-  
cloth and Scarlet" the most gripping novel that ever  
appeared in the literary field. It is in typical King touches  
that made "The White Sister" a classic all the other monuments  
to his directorial ability.

### CAST

Joan Freeman.....	Alice Terry
Stephen Edwards.....	Orville Caldwell
Polly Freeman.....	Dorothy Sebastian
Etienne Fochard.....	Otto Matiesen
Beatrice Selignac.....	Kathleen Kirkham
Samuel Curtis.....	John Miljan
Miss Curtis.....	Clarissa Selwynne
Jack.....	Jack Huff

### Story in Brief

THE story is one of two sisters, Joan and Polly Freeman, left

Three-column Newspaper Advertisement 3A  
loid Picture Facts



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### "Sackcloth and Scarlet" Due

The Paramount picture, "Sackcloth and Scarlet," directed by Henry King from the novel by George Gibbs, comes to the Theatre on.....

Alice Terry is featured in the production which tells the life and love story of two girls, direct opposites in character. Dorothy Sebastian, recently with the Follies" and "Scandals" in New York City, is the other girl. Orville Caldwell, prominent on the legitimate stage, has the leading man's role.

Miss Sebastian's role is a jazzy, happy-go-lucky type always in search of adventure while Miss Terry plays her level-headed sister. The story goes on to show how Joan (Miss Terry) tries to straighten things out for her headstrong sister almost at the cost of her own happiness.

King, the director, will be remembered as the producer of such big picture successes as "The White Sister" and "Romola".

There's a great cast playing in support of the principals.

directed by Henry King from the novel by that name by George Gibbs, comes to the Theatre on.....next for a.....days' run. Alice Terry is featured in the production and Dorothy Sebastian and Orville Caldwell, prominent on the stage, head the supporting cast.

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Registering under an assumed name at a California mountain resort, she plays with the love of one of the guides, Edwards, a handsome, manly fellow. When he proposes marriage she deserts and returns.

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She declines marriage, saying there is a barrier. He says he has a shadow in his own past life but that their love will overcome all that. A few days before the wedding, Polly returns from Paris. She has divorced her husband.

She is jealous of Joan and determines to take Edwards now that he is successful. This situation builds to a dramatic finish that is said to be one of the most remarkable ever put on the screen.

"Sackcloth and Scarlet" was adapted for the screen by Tom Geraghty, Jules Furthman and Julie Herne. The supporting cast includes Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and little Jack Huff.

### New Paramount

Alice Terry is featured at the head of the cast of the Paramount picture, "Sackcloth and Scarlet", coming to the Theatre on..... The picture is an adaptation of George Gibbs' novel which also ran serially in the Red Book Magazine.

The story is one of two girls, orphan sisters — the younger a high-flyer, irresponsible, the other level-headed and self-sacrificing. As Joan Freeman, Miss Terry is always looking after and caring for her younger sister until one day the thoughtless young girl leaves a comfortable home in New York and goes West—"to visit an aunt"—in reality in search of adventure. She gets into difficulties while camping in the Canadian Rockies—a guide is involved.

Such is the situation developed in the story—the fine big-hearted girl wearing the sackcloth of expiation for such as Polly. The picture goes on to show how it all comes about that Joan, too, finds the way to happiness and love.

Dorothy Sebastian, a new "find" is Polly and Orville Caldwell is the man in the case.

# ALICE TERRY



ROBERT KANE PRESENTS

HENRY KING'S

"SACKCLOTH and SCARLET"

Three-column Newspaper

## Tabloid Picture

### Producer—

Henry King, who made "The White Sister," "Romola," "Tol'able David" and many others. King has put everything into "Sackcloth and Scarlet."

### Featured—

Alice Terry, star of "Scaramouche," "The Four Horsemen," "The Prisoner of Zenda," etc. Dorothy Sebastian, of the "Follies" and "Scandals," has her first big role at the head of the supporting cast in "Sackcloth and Scarlet." Orville Caldwell, seen in "The French Doll," "The Miracle" and other stage plays has the male lead. The trio make their debut in Paramount pictures in this production.

### Author—

George Gibbs, whose novel "Sackcloth and Scarlet" was one of the season's best-sellers. He also wrote "The Yellow Dove," "Fires of Ambition," "Sackcloth and Scarlet" also ran as a serial in the Red Book Magazine.

### Scenarists—

Tom Geraghty, Jules Furthman and Julie Herne.

### Cameramen—

Robert Kurrle and William Schurr.

### Type of Story—

It is a story of two women—of one who gives and of one who takes. The plot unfolds in absorbing detail the life and love stories of two sisters. The startling appeal of the story lies in the fact that it deals with experiences that are common in everyday life.

### Big Scenes—

Audiences will get a big kick out of the scene where Caldwell, who rides like an Arapahoe Indian, gallops his horse at top speed down a dangerous mountain trail and rescues Dorothy Sebastian from her runaway mount.

One of the showing Doro peculiar thrill incidental meet year-old son, n Episodes in ners. Alice T sister is beauti

There are a when Cald ot the real r returns and co selfishly reclai deserted. Bu Joan (Miss Te to marry is th Dorothy Se book of femin on the mounta some guide.

When the them in the b born and Alic King unfolds Dorothy Se at when she Matiesen. Mi lies and Georg ago and acqui al dancer.

### Other Selling

It is hard King have ove "Sackcloth tures that dep by, but it has Here you ha not fail to sta window — H Gibbs.



**A** BRILLIANT production of the popular novel by George Gibbs.

The story of two sisters whose lives and loves were strangely linked in a chain of startling events.

*A Paramount Picture*



# SCARLET

Advertisement 3A

## Picture Facts

One of the finest scenes ever filmed is the one showing Dorothy's confession to her sister. A peculiar thrill is experienced in watching the accidental meeting between Caldwell and his six-year-old son, neither conscious of their relationship. Episodes in the little French town, too, are winners. Alice Terry's devotion to her spoiled, wilful sister is beautiful.

There are a great many more big moments such as when Caldwell is informed that Miss Terry is not the real mother of little Jack, when Dorothy returns and confronts Caldwell and her sister and selfishly reclaims the child she had disowned and deserted. But the big punch scene comes when Joan (Miss Terry) learns that the man she is about to marry is the father of her sister's child.

Dorothy Sebastian writes a new chapter in the book of feminine appeal in the scenes showing her on the mountain, playing with the love of the handsome guide.

When the tourist friends of the girls discover them in the little French town where the baby is born and Alice Terry shoulders the guilt, Henry King unfolds scenes that will move the audience.

Dorothy Sebastian is very much worth looking at when she tangoes in a Paris cafe with Otto Matiesen. Miss Sebastian was in the Ziegfeld Follies and George White's Scandals less than a year ago and acquits herself with honors as a professional dancer.

### Other Selling Points

It is hard to see where Robert Kane or Henry King have overlooked a single bet on this one.

"Sackcloth and Scarlet" is not one of those pictures that depend on beautiful scenery to get them by, but it has it just the same.

Here you have a three star combination that cannot fail to start the coin jingling at the box office window — Henry King, Alice Terry and George Gibbs.

## One of the Second Famous Fourty

**A** BIG, human theme develops in this picture. 'It is the story of two sisters, Joan, the elder, is of a fine nature; Polly, the younger, is light-minded, irresponsible. They are orphans.

When Polly gets into difficulties in the Canadian Rockies, it is Joan who must shoulder the burden. After baby Jack is born the mother leaves to Joan all the care of him. It is a gripping situation—mighty interesting in the graphic presentation of the big-spirited, warm-hearted character well nigh losing out on the great happiness that should be hers, because of another's deeds.

How it comes about that Joan can yet find her way to happiness and love is a most delightful feature of the production.

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George Gibbs is one of the most successful novelists in America. The publishers of the Red Book stamp "Sackcloth and Scarlet" in typical King touches that made "The White Sister" and all the other monuments to his directorial ability.

## CAST

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## Story in Brief

**T**HE story is one of two sisters, Joan and Polly Freeman, left singularly unprotected in the world, their mainstay the fine nature of the elder, Joan, who watches anxiously over the younger and frivolous Polly. The latter, headstrong and petulant, takes a trip west in search of adventure and is involved in a flirtation with Stephen Edwards, a handsome and manly young fellow. He sweeps Polly off her feet with his love making. She promises to marry him but decamps east. Edwards, heartbroken, returns to his ranch.

In a little French village, a baby is born to Polly. Joan rises splendidly to the emergency. Polly hates the child, but Joan feels only tenderness for him. Friends assume the baby is Joan's and though she is shunned, for Polly's sake, she does not deny it. Polly runs away to Paris and marries a young French dancer. They soon go through Polly's fortune.

Joan goes to Washington, a guest of the one friend who sticks by her. Edwards is also there. He has worked hard, struck it rich and has been sent by his townspeople to represent them in Congress. He sees little Jack playing in the park and is attracted to him and eventually meets Joan. They fall deeply in love.

Edwards proposes and at first Joan refuses, telling him that there is a barrier which she cannot explain. He tells her that there is something in his life that he will always repent. He tells her that their love is strong enough to overcome any past mistakes and Joan finally consents to become his wife.

A few weeks before the wedding Polly appears—a mere shadow of her former self. Her dormant mother instinct is aroused when she sees her child and she claims him. It is then that Joan makes the hideous discovery that the man she is about to marry is the same one who wronged her sister.

In spite of this, her love for Edwards persists. However, she breaks their engagement and forces Edwards to repair the wrong and consent to marry Polly. It is a terrible struggle for Edwards, but he goes through with it for Joan's sake.

Joan takes little Jack and goes away but in a few days Edwards follows. He brings a letter from Polly. Joan's patience, generosity and fineness at last have succeeded in making an impression on Polly's hardened little heart. She tells Joan she has not the heart to rob her of Edwards and has decided to return to her own husband and bring about a reconciliation.





It Pays to Advertise with *News*



ROBERT KANE PRESENTS  
**HENRY KING'S**

**"SACKCLOTH AND SCARLET"**

WITH  
**ALICE TERRY**

THE human-interest love drama of a girl who shouldered the responsibility for her weaker sister's folly. Made by the man who has to his credit "The White Sister," "Romola" and "Tol'-able David."

*a*  
Paramount  
Picture



Four-column Newspaper Advertisement 4A

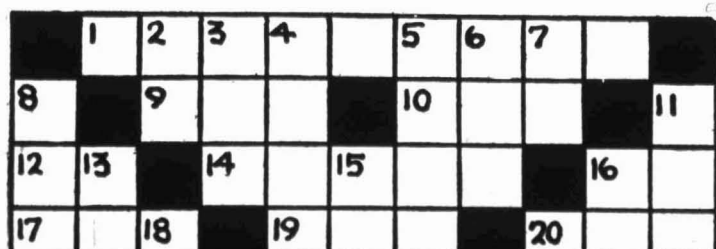
## CROSS WORD PUZZLES —

**TWO-COLUMN** cross word puzzle newspaper mats—similar to the one on "Sackcloth and Scarlet" illustrated below—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



HENRY KING'S  
**"SACKCLOTH AND SCARLET"**

ALICE TERRY

PRESENTED BY ROBERT KANE

*a* Paramount Picture



Two-column Supplementary Press 4 AS





with *is Attractive Advertising*



# SACKCLOTH



# AND SCARLET

## Four-Page Colored Herald

Above is illustration of the striking colored herald cover on "Sackcloth and Scarlet."

Inside pages contain curiosity-arousing scenes from the picture, and some excellent talk. Back page blank for theatre name, etc.

Only \$3.00 per 1,000. Samples at your exchange.

## THEATRE



ROBERT KANE  
PRESENTS  
HENRY  
KING'S

# "SACKCLOTH AND SCARLET"

WITH  
ALICE  
TERRY  
a  
Paramount  
Picture

GEORGE GIBBS' com-  
pelling novel pro-  
duced by the director of  
"The White Sister." With  
Alice Terry in the outstand-  
ing role of her career.

One-column Press Ad 1A



Alice Terry  
in the Paramount Picture  
"Sackcloth and Scarlet"

Production Mat 1PA



ROBERT KANE  
PRESENTS

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ALICE TERRY, star of  
"Scaramouche," and a  
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to save the reputation of her  
sister.

## RIALTO THEATRE

Two-column Supplementary Press Ad 2ASX



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Four-column Newspaper Advertisement 4A

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	41					42				

- HORIZONTAL

  - 1. A coarse cloth
  - 9. A digit
  - 10. A mineral bearing rock
  - 12. A preposition
  - 14. A wild animal
  - 16. Exist
  - 17. National Education Association (abbr.)
  - 19. Post Script (plural abbr.)
  - 20. Three (prefix)
  - 21. High
  - 23. A chair
  - 24. One of the Great Lakes
  - 25. A woody plant
  - 26. One who carries
  - 29. Spawn of fish
  - 31. A conjunction
  - 32. Yes
  - 34. Behold
  - 35. A pronoun
  - 36. You
  - 38. Mountain (abbr.)
  - 39. A color
  - 41. A legal claim on property
  - 42. Dull (what Paramount Pictures never are)
- VERTICAL

  - 2. By
  - 3. A woody spike
  - 4. Retain
  - 5. Waste
  - 6. A worthless leaving
  - 7. Tellurium (abbr.)
  - 8. Nickname and last name of a much beloved movie star
  - 11. Repeat
  - 13. Close
  - 15. Backward
  - 16. A bank (Scot.)
  - 18. First name of the heroine of Scaramouche
  - 20. Last name of this actress
  - 22. A grassy field
  - 23. Saint (French abbr.)
  - 27. A kind of wood
  - 28. Short descriptive poems
  - 30. Hawaiian bird
  - 33. Printer's measure
  - 35. Frozen water
  - 37. Elongated fish
  - 39. A note of the scale
  - 40. Toward

SACKCLOTH AND SCARLET

Two-column Press Advertisement 2AX



HENRY KING'S SACKCLOTH AND SCARLET PRESENTED BY ROBERT KANE A Paramount Picture

Two-column Supplementary Press Advertisement 4AS



Alice Terry and Dorothy Sebastian in the Henry King Production "Sackcloth and Scarlet" A Paramount Picture

Two-column Production Mat 2P



Alice Terry and Dorothy Sebastian in the Henry King Production "Sackcloth and Scarlet" A Paramount Picture

Three-column Production Mat 3P



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**ALICE TERRY**  
A  
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Picture

GEORGE GIBBS' compelling novel produced by the director of "The White Sister." With Alice Terry in the outstanding role of her career.

One-column Press Ad 1A



From the novel  
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Screen play by  
Tom Geraghty,  
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## RIALTO THEATRE

Two-column Supplementary Press Ad 2ASX







# Advance Publicity Stories, Special

## Appealing Story Of Two Sisters

"Sackcloth and Scarlet" Due  
at the Rialto Soon

(Synopsis Story)

**SACKCLOTH AND SCARLET.**  
Henry King's first American-made picture in two years—an unusually human and appealing story of two sisters, adapted from the novel by George Gibbs, comes to the Theatre on ..... next for a run of ..... days. Alice Terry is featured in the cast which includes, among other big names, Dorothy Sebastian, Orville Caldwell, Otto Matiesen, Kathleen Kirkham and John Miljan.

Three locations, the far West, New York and France, play prominent roles in the unfolding of this Paramount picture.

The story starts in a fashionable mountain resort in California with Polly Freeman (Dorothy Sebastian), a wealthy, wilful, spoiled 19-year-old New York girl, carrying on a dangerous flirtation with Stephen Edwards, played by Orville Caldwell, one of the guides, a handsome, manly young fellow, but unaware that the girl is only playing at love. Polly is happy until Edwards asks her to marry him, when she takes French leave and returns to New York, where she and her sister Joan (Miss Terry) maintain a beautiful home. They are orphans.

The director is claimed to have painted a beautiful and convincing picture of sacrifice—with Alice Terry giving all, even her good name, and Dorothy Sebastian taking all.

Polly runs away to Paris and marries a dancer. Joan is ostracized and held guilty for the sins committed by Polly. Finally Joan goes to Washington, where she meets and falls in love with Edwards, who has worked hard, succeeded and been sent to Congress. He proposes and breaks down Joan's scruples regarding what she says is a barrier by saying his past life, too, is under a shadow and that their love is strong enough to overcome any past mistakes.

A few days before the wedding, Polly, who has discovered her husband, reappears. Jealous of her sister, despite the sacrifices the latter has made for her, she determines to claim the now successful Edwards.

The many big dramatic situations in the earlier portions of the story reach a tense and unusual climax.

### Punch Scene in "Sackcloth and Scarlet"

Orville Caldwell, leading man in the Paramount picture, "Sackcloth and Scarlet," which opens next.....

at the ..... Theatre, changed his opinion of his horsemanship during the making of the rescue scene in the production which was produced by Henry King from the novel by George Gibbs.

The spot selected by Director King for the "rescue" was an uncertain mountainside trail. Caldwell was to gallop at neck-risking speed down the incline, come alongside Dorothy Sebastian's runaway mount on a path none too ample for one horse, and lift her to safety.

A downhill ride on a narrow path—and not much of a path inasmuch as the ground was loose and covered with pebbles would have been bad enough. But to make the rescue made it even more difficult. Caldwell says that even when he practiced stunt riding while he was punching cattle six years ago in Yuba County he never had attempted anything like this.

As a matter of fact, the situation was none too pleasant for Miss Sebastian. However, the scene was filmed, not only once, but three times, and while it proved spectacular none of the participants, including the horses, was scratched.

Miss Sebastian and Caldwell head the cast of the production which features Alice Terry. Others include Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and Jack Huff.

## SPECIALS

### Husband or Career? Both for Alice Terry

**A**LICE TERRY is one of the few women who have solved the age-old "husband or career" problem. Miss Terry, beautiful wife of Rex Ingram motion picture producer, has proved that it is possible for a woman to succeed in two careers, that of a motion picture actress and that of a wife.

"It all depends on the persons involved in the problem," says Miss Terry. "If they are able to agree, there is no reason why either should make an unnecessary sacrifice."

"In my case, my career scarcely began before Mr. Ingram and I were married. I have achieved far greater success since then than before. Perhaps the fact that we both were in motion pictures made the solution easier for us. If Mr. Ingram had been a shoe manufacturer or if I were a modiste probably I would have found it best to give up my career."

"As it is, he counsels me in my problems and often honors me by inviting my suggestions in his work and I do not think I am wrong in saying we both benefit thereby."

"We have said so often that some day we will give up motion pictures so Mr. Ingram can return to sculpture and I to managing a household that it has become a sort of joke. It is true, nevertheless, and then I will still have two careers, my husband and my home."

Miss Terry heads the featured players in "Sackcloth and Scarlet," which Henry King directed for Paramount release. Orville Caldwell and Dorothy Sebastian also are featured with the remainder of the cast including Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and four-year-old Jack Huff. The picture opens..... at the.....

### Want to Reduce?

Try weeping!  
Alice Terry lost five pounds in a week of weeping during the filming of "Sackcloth and Scarlet," directed by Henry King for Paramount release. She spent the next two weeks eating extra portions of mashed potatoes in an effort to regain the lost weight.

Miss Terry's role in "Sackcloth and Scarlet" is that of Joan Freeman and its portrayal included a great many emotional scenes. It happened that some time during each day for a week Director King called for tears.

In addition to Terry the featured players.....

and Dorothy Sebastian. Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and four-year-old Jack Huff have important parts.

"Sackcloth and Scarlet" comes to the..... on..... next.

### On Breaking Into the Movies

The unknown girl in Hollywood HAS a chance to break into motion pictures.

Dorothy Sebastian of the "Follies" and "Scandals" says so and she has a five year ironclad contract to prove it. On her first day in Hollywood Miss Sebastian landed an excellent screen role in "Sackcloth and Scarlet," a Paramount picture directed by Henry King which comes to the..... on.....

Here is how it's done according to this 19-year-old miss:

"First, you must have confidence—lots of it. Luck, too, plays no small part. In fact, it had pretty nearly all to do with my first chance before the camera. I just walked right past the studio gateman as though I had been in the habit of doing just that thing every day of my life and the first person I met was Henry King. Of course, I did not know it was he at the time."

"It happened that he had not been able to find just the type of girl he wanted for the part of Polly Freeman in 'Sackcloth and Scarlet.' He was more or less desperate. I guess

## Handpicked Cast In New Paramount

### Alice Terry Is Featured in "Sackcloth and Scarlet"

**A** HANDPICKED cast of players is represented in "Sackcloth and Scarlet," a Henry King production for Paramount, coming to the..... on.....

Preparations for the filming of this George Gibbs novel began two months before actual filming started. At the time Roberts Kane, who presents this production through Paramount, decided upon this story, Director King began to mentally cast the various roles. He decided upon the ideal players for all but one of the parts.

Then he set out to obtain the services of the "ideal" cast and, to his own surprise, was successful in each instance. Fitting Alice Terry to the role of Joan Freeman was easy. The story had been decided upon in the first place because the leading feminine role seemed to have been written especially for her. So it came about that the queenly beauty of the one who gained fame in "Scaramouche," "The Arab," "The Prisoner of Zenda," "The Great Divide" and other productions, become Joan Freeman in "Sackcloth and Scarlet."

Orville Caldwell was selected to play the part of Stephen Edwards. He is a new figure among the screen's leading men and a refreshing type. Slightly more than six feet tall, he is a clean cut out-of-doors man who King believes holds great promise. Caldwell recently completed a stage engagement with Doris Keane in "The Czarina" and "Romance" and a year ago played the leading male role in "The Miracle" at the Century Theater, New York.

Obtaining Dorothy Sebastian for the part of Polly Freeman was the unusual incident in casting this picture. King had been unable to find an actress in Hollywood who fit his idea of the character. After making screen tests of twenty girls without being able to arouse much enthusiasm over any one of them, Dorothy Sebastian, an absolute newcomer in motion pictures, walked into his office and asked for a job. Without any real reason, for he had no idea she could meet the requirements, he made a screen test of her. It was so good that she was given the role. Miss Sebastian is an attractive 19-year-old Birmingham, Alabama, girl, who had a brief experience on the stage in New York. Her performance in this picture was so remarkable that she has been placed under a five year contract.

Other big names include Otto Matiesen, seen in "Scaramouche" and others, Kathleen Kirkham, of "The Modern Musketeer," Clarissa

Selwynne, of "Secrets," "Black Oxen," etc., and Little Jack Huff, four and a half years old.

"Sackcloth and Scarlet" was adapted for the screen by Tom Geraghty, Jules Furthman and Julie Herne.

### New Screen Leading Man in "Sackcloth and Scarlet"

A new and formidable contender in the ranks of the screen's leading men has a featured role in the Paramount picture, "Sackcloth and Scarlet," produced by Henry King from the novel by George Gibbs.

Caldwell, who scored opposite Lady Diana Manners in the stage production, "The Miracle" is an ideal Stephen Edwards, described in the story as a handsome, rugged, out-of-doors man. Caldwell's training fits him for the part. He gained honors while at the University of California as a member of the swimming team and has lived much in the open. He helped earn his way through college by raising cattle at Oregon House, Yuba County, in the California high Sierra Nevada Mountains.

Caldwell is featured with Alice Terry and Dorothy Sebastian in the cast of "Sackcloth and Scarlet," which will be the feature next..... at the..... theatre.

### Here's How

**T**HE question of how screen-players occupy their time between scenes is answered by Alice Terry.

"I think the story about the long tiresome waits is another Hollywood myth," says Miss Terry. "On the day we started 'Sackcloth and Scarlet' I began to read a book between scenes. In two weeks I read nearly two chapters."

"I've always considered myself lucky to have time to powder my nose between scenes."

Miss Terry plays the featured role in "Sackcloth and Scarlet," Henry King's first production for Paramount, which comes to the..... on.....

Dorothy Sebastian, a newcomer to the screen, Orville Caldwell, seen in the legitimate stage in "The Miracle," and others appear in the strong cast.

### Alice Terry Gorgeously Gowned in New Picture

Alice Terry, long recognized as one of the most beautiful women in motion pictures, enjoyed her first opportunity of wearing lavish models in her first Paramount picture, "Sackcloth and Scarlet," which will be shown at the Theatre next.....

Miss Terry has been beautiful in many instances the go design. In such shown her in modern clothes her roles did not permit anything extra agent.

Wearing eight different gowns in one day was the record set by Miss Terry during the filming of "Sackcloth and Scarlet." All in all, she wears twelve different creations in the production, each designed by the man responsible for Gloria Swanson's screen fashions. The fact that Miss Terry travelled all the way from Hollywood to New York for fitting indicates the careful preparation made before even a single scene of "Sackcloth and Scarlet" was "shot."

The picture was adapted from George Gibbs' novel by Tom Geraghty, Jules Furthman and Julie Herne and produced by Henry King who made "The White Sister," "Tollable David," "Romola" and other big screen hits. Dorothy Sebastian, Orville Caldwell are also featured in the cast.

### Touching Scene "Sackcloth and Scarlet"

A "baptism" scene in "Sackcloth and Scarlet," is considered by Henry King, who directed this picture, as one of the most beautiful scenes he has made in his dozen years' career of more than a dozen years.

In this scene the crib of her shown watching over a baby while sister's apparently fainted, lay in an armchair, idly smoking a pipe. The sister armchair, idly smoking a pipe to be had declined to permit the infant.

Miss Terry, with all the love for the baby that her eyes slowly had, was shown with the tears falling, filling with tears and a cross, of on the little one's eyes and finally the them forming the and finally the

The tears were Director King ut-scene was made. Another mile-tered a sigh of relief's progress had stone in the picture been passed.

Orville Caldwell and Dorothy Sebastian are featured with Miss Terry in "Sackcloth and Scarlet." Kathleen Kirkham, Otto Matiesen, Clarissa Selwynne and John Miljan, four-year-old Jack Huff play other

important roles. The picture is an adaptation of the novel of the same name by George Gibbs. The story also ran as a serial in the Red Book





Here's How

THE question of how screen-players occupy their time between scenes is answered by Alice Terry. "I think the long tiresome waits is another story about the day we started 'Sackcloth and Scarlet' I began to read a book between scenes. In two weeks I read nearly two chapters. I've always considered myself lucky to have time to nose between scenes."

Miss Terry plays the featured role in "Sackcloth and Scarlet," Henry King's first production for Paramount, which comes to the screen on Tuesday, a new screen, Orville Caldwell, seen on stage in "The Miracle," and others appear in the strong cast.

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The picture was adapted from George Gibbs' novel by Tom Geraghty, Jules Furthman and Julie Herne and produced by Henry King, who made "The White Sister," "Romola," and other big screen hits. Dorothy Sebastian, Orville Caldwell are also featured in the cast.

Touching Scene in "Sackcloth and Scarlet"

A "baptism" scene in "Sackcloth and Scarlet," is considered by Henry King, who directed this picture for Paramount release, the most difficult and at the same time the most beautiful scene he has made in his motion picture career of more than a dozen years.

In this scene Alice Terry was shown watching over the crib of her sister's apparently dying baby while the sister, unconcerned, lay in an armchair, idly smoking. The sister had declined to permit a priest to be called in to baptize the infant.

Miss Terry, with all the love for the baby that her eyes slowly filling with tears as she looked on the little one's face, and finally the tears were released. Another milestone in the picture's progress had been passed.

Orville Caldwell and Dorothy Sebastian are featured with Miss Terry in "Sackcloth and Scarlet." Thleen Kirkham, John Miljan, Clara Selwynne and Jack Huff play other important roles.

The picture is an adaptation of the novel by George Gibbs. The story in the Red Book

Big Ready-Made Press Reviews

Send One of These to Your Local Movie Editor

"Sackcloth and Scarlet"

**S**ACKCLOTH AND SCARLET," a Paramount picturization of the novel by George Gibbs, featuring Alice Terry and others, opened yesterday at the.....

A big human theme is developed in the story, one of two girls, orphan sisters, Joan and Polly Freeman who have but one thing in common—unusual beauty. Joan kicks over the traces and goes West in search of adventure and engages in a brief love affair with a hotel guide. She returns to New York and tells Joan (Alice Terry) a secret. The pair go to France where baby Jack is born. Joan rises splendidly to the occasion and becomes devoted to the child from the very first. Polly hates the sight of him.

For six years Joan cares for little Jack as if he were her own. There is a great deal of gossip and the girl, to shield her younger sister, takes it all.

Later Joan grasps the opportunity to go back to America with friends. They live in Washington where the girl meets and falls in love with a congressman. She has no idea that he is really the father of little Jack. Their romance progresses rapidly until Polly returns. There is instant recognition between her and Edwards and, for the time at least, Joan's little bubble of happiness is burst.

Everything is straightened out—Polly goes back to her dancer-husband in France and Joan turns to Edwards as the picture closes.

Dorothy Sebastian plays Polly and Orville Caldwell has the role of Stephen Edwards. Otto Matiesen, Kathleen Kirkham, John Miljan and others play in support.

Tom Geraghty, Jules Furthman and Julie Herne are credited with the screen play.

(Review No. 2)

Henry King, producer of "The White Sister," "Tol'able David," "Romola," etc., has added another to his long list of screen successes—"Sackcloth and Scarlet," a Paramount picture with Alice Terry now at the.....

The story is an adaptation of George Gibbs' novel. The scenes are laid in Lake Louise, Canada; in a little village in Brittany, New York and Washington, D. C. It is against these contrasting backgrounds that a plot unfolds in absorbing detail and love stories of two sisters, stand out in start-

For a woman with the independent spirit of young womanhood, she packs her grip and starts out west under the pretense of visiting relatives. She registers at a mountain resort, becomes involved in a flirtation with one of the hotel guides. And it is Joan, played by Miss Terry, who comes to the rescue when she encounters difficulties.

All through the picture there is Polly taking all—Joan giving everything, sacrificing everything even her good name to shield her sister.

It's a great woman picture, this one! Real, appealing.

Orville Caldwell, who played in the stage production of "The Miracle," has the leading man's role in "Sackcloth and Scarlet." There's a well known cast of players in support.

Nothin' to It!

If you want to be a screen actor, go ahead and be one.

Do what you want to do or you are cheating yourself.

This truism is sounded by Henry King, motion picture director who has to his credit such successes as "The White Sister," "Romola," "Tol'able David," and "Twenty-three and a Half Hours' Leave," and "Sackcloth and Scarlet," a Paramount picture coming to the.....

SHORTS

Short shots on the picture and players for programs and house-organs.

**T**HE parents of Henry King, who directed "Sackcloth and Scarlet" for Paramount, never have quite reconciled themselves to the fact that their son, whom they sent to college to study for the ministry, became a blackface comedian a month after he left his alma mater.

Alice Terry appears as a mother on the screen for the first time in "Sackcloth and Scarlet," which Henry King produced for Paramount.

Fate caused Alice Terry, now playing the leading feminine role in Henry King's Paramount production, "Sackcloth and Scarlet," to become a screen actress. When her hopes of becoming a famous film editor were ended by the eye strain the work caused, she made her first appearance before a camera.

Minor players welcome the opportunity to appear in screen productions directed by Henry King, who produced "Sackcloth and Scarlet" for Paramount. King has developed a habit of taking unknown players and making stars of them.

Alice Terry was educated with the idea of becoming a teacher. Orville Caldwell studied law at the University of California. Henry King was prepared for the ministry. The three are together as leading woman, leading man and director in "Sackcloth and Scarlet," King's first production for Paramount release.

There is nothing small about Orville Caldwell who appears opposite Alice Terry in Paramount's "Sackcloth and Scarlet." He is six feet three and weighs 190 pounds.

A strong resemblance to Alice Terry was one of the reasons why Dorothy Sebastian was selected for an important role in "Sackcloth and Scarlet," Henry King's first production for Paramount. Miss Sebastian appears as Miss Terry's younger sister in this production.

More than a month was spent in the Sierra Nevada Mountains by Henry King and the members of his company engaged in filming "Sackcloth and Scarlet," featuring Alice Terry, his first production for Paramount.

Robert Kane, who heads the organization which produced "Sackcloth and Scarlet," featuring Alice Terry, for Paramount release, sold his every possession, including a major interest in the United Studio, to enlist as a private in the American

Army in 1917. The close of war he left the ninety-first division with four decorations and a captain's commission.

No director takes more care in the selection of players for his casts than Henry King who directed "Sackcloth and Scarlet," his first production for Paramount, featuring Alice Terry. King made screen tests of more than 20 persons for one role. Then he wired to New York for Dorothy Sebastian to come West to play the important part. He had seen her on the stage some months before.

The first child star, Baby Marie Osborne, was given her start by Henry King, who made "Sackcloth and Scarlet" for Paramount.

Several young screen players received their first big opportunities in "Sackcloth and Scarlet," which Henry King directed for Paramount. Among the players developed by King in the past are Richard Barthelmess, Ernest Torrence, Douglas MacLean and Ronald Coleman.

"Sackcloth" Coming

The Henry King-Paramount production, "Sackcloth and Scarlet," from the popular novel of the same name by George Gibbs and featuring Alice Terry, Dorothy Sebastian and Orville Caldwell, will be shown at the.....

Paramount Film A Woman-Picture

Alice Terry Heads Featured Cast in New Production

(Synopsis Story)

**T**HE Paramount picture, "Sackcloth and Scarlet," produced by Henry King, director of "The White Sister," "Romola," etc., and featuring Alice Terry and a prominent cast of players, opens a.....days' run next.....at the.....Theatre.

The story was adapted for the screen by Tom Geraghty, Jules Furthman and Julie Herne from the novel by George Gibbs and also ran serially in the Red Book Magazine. It deals with the lives and loves of two girls, sisters, all alone in the world. The younger of the two is of the flighty sort who does her leaping first and thinking afterward. Out in the wild and woolly west in search of adventure she gets into trouble with a handsome young mountain guide and decamps East when he asks her to marry him. Later a baby boy is born in a little French Village where Joan (Alice Terry) takes her sister.

Back in Washington with friends, Joan meets and falls in love with the same fellow who has made good and is now representing his townfolk in Congress. But the other girl comes back from France and all but ruins the happiness of her sister.

Just how everything is straightened out in the end, how Joan, who had willingly given up everything even her good name to protect her sister, finally finds love and happiness is shown in a manner that makes "Sackcloth and Scarlet," as is claimed by its makers, one of the most humanly appealing and real pictures in many seasons.

Dorothy Sebastian, new to the screen, plays Polly, Alice Terry's wayward sister in the production. Orville Caldwell, prominent stage actor, is the man in the case. Other big names appear in support.

If Music Helps Movies Any, Here's a Knockout!

If music on the set has anything to do with these "bigger and better" pictures we've been hearing so much of lately, then the Paramount picture, "Sackcloth and Scarlet," should be little short of a screen sensation.

Henry King, producer of "The White Sister," "Tol'able David," "Romola" and others, who directed the production used no less than seven different orchestras while shooting scenes for the picture.

For the Paris cafe scenes showing Dorothy Sebastian as a professional dancer he used a regular orchestra of 10 pieces to provide the atmospheric music.

For emotional scenes, chiefly featuring Alice Terry, the combination of cello, harp, violin and organ assisted.

For the comedy scenes a jazz orchestra was employed.

A piano and violin assisted during the filming of some scenes.

A piano-acordion sounded its stirring notes on another occasion.

A dozen Filipinos, all with stringed instruments, kept the spirits of everyone at a high pitch throughout one week.

Studio attaches say that Sousa's band and the Boston symphony orchestra were the only music making combinations not called upon by Director King.

Alice Terry, Orville Caldwell and Dorothy Sebastian are featured in this George Gibbs' novel of "the woman who gives and the woman who takes." Other players are Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and Jack Huff, four years old. The picture comes to the.....Theatre.....

Tired of Old Screen Faces?

Henry King thought you might be so he has introduced a cast of practical newcomers on the screen in the Paramount picture, "Sackcloth and Scarlet," due next.....at the.....

The only familiar face the fans will recognize is Alice Terry, featured in the production which was adapted for the screen from George



turns to New York, where she and her sister Joan (Miss Terry) maintain a beautiful home. They are orphans.

The director is claimed to have painted a beautiful and convincing picture of sacrifice—with Alice Terry giving all, even her good name, and Dorothy Sebastian taking all.

Polly runs away to Paris and marries a dancer. Joan is ostracized and held guilty for the sins committed by Polly. Finally Joan goes to Washington, where she meets and falls in love with Edwards, who has worked hard, succeeded and been sent to Congress. He proposes and breaks down Joan's scruples regarding what she says is a barrier by saying his past life, too, is under a shadow and that their love is strong enough to overcome any past mistakes.

A few days before the wedding, Polly, who has discovered her husband, reappears. Jealous of her sister, despite the sacrifices the latter has made for her, she determines to claim the now successful Edwards.

The many big dramatic situations in the earlier portions of the story reach a tense and unusual climax.

## Punch Scene in "Sackcloth and Scarlet"

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Miss Sebastian and Caldwell head the cast of the production which features Alice Terry. Others include Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and Jack Huff.

## Held Over

"Sackcloth and Scarlet," a Henry King production for Paramount featuring Alice Terry which was to have closed its run of..... days at the..... this evening, will be held over for another day.

George Gibbs wrote the novel from which the story was adapted by Tom Geraghty, Jules Furthman and Julie Herne. Dorothy Sebastian, a screen newcomer, and Orville Caldwell, well known on the stage, appear in the cast.

## MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:  
**DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?**

Yes 98.5%  
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

**DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?**

Yes 97.5%  
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

we both benefit thereby.

"We have said so often that some day we will give up motion pictures so Mr. Ingram can return to sculpture and I to managing a household that it has become a sort of joke. It is true, nevertheless, and then I will still have two careers, my husband and my home."

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## On Breaking Into the Movies

The unknown girl in Hollywood HAS a chance to break into motion pictures.

Dorothy Sebastian of the "Follies" and "Scandals" says so and she has a five year ironclad contract to prove it. On her first day in Hollywood Miss Sebastian landed an excellent screen role in "Sackcloth and Scarlet," a Paramount picture directed by Henry King which comes to the..... on.....

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"First, you must have confidence—lots of it. Luck, too, plays no small part. In fact, it had pretty nearly all to do with my first chance before the camera. I just walked right past the studio gateman as though I had been in the habit of doing just that thing every day of my life and the first person I met was Henry King. Of course, I did not know it was he at the time.

"It happened that he had not been able to find just the type of girl he wanted for the part of Polly Freeman in 'Sackcloth and Scarlet.' He was more or less desperate, I guess, for he took a screen test of me. Lo and behold, it pleased everyone and I got the part.

"To make the first entrance into pictures is, of course, the most difficult. A good wardrobe of modern clothes will help, because well dressed minor players for ballroom, cafe and hotel lobby scenes are always in demand. Once you get over the first barrier, it is up to you.

"Neither last nor least are two important items. One is that your greatest desire must be to succeed in motion pictures. The other is a sound financial background, because

Orville Caldwell was selected to play the part of Stephen Edwards. He is a new figure among the screen's leading men and a refreshing type. Slightly more than six feet tall, he is a clean cut out-of-doors man who King believes holds great promise. Caldwell recently completed a stage engagement with Doris Keane in "The Czarina" and "Romance" and a year ago played the leading male role in "The Miracle" at the Century Theater, New York.

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Other big names include Otto Matiesen, seen in "Scaramouche" and others, Kathleen Kirkham, of "The Modern Musketeer," Clarissa

Selwynne, of "Secrets," "Black Oxen," etc., and little Jack Huff, four and a half years old.

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## New Screen Leading Man in "Sackcloth and Scarlet"

A new and formidable contender in the ranks of the screen's leading men has a featured role in the Paramount picture, "Sackcloth and Scarlet," produced by Henry King from the novel by George Gibbs.

Caldwell, who scored opposite Lady Diana Manners in the stage production, "The Miracle" is an ideal Stephen Edwards, described in the story as a handsome, rugged, out-of-doors man. Caldwell's training fits him for the part. He gained honors while at the University of California as a member of the swimming team and has lived much in the open. He helped earn his way through college by raising cattle at Oregon House, Yuba County, in the California high Sierra Nevada Mountains.

Caldwell is featured with Alice Terry and Dorothy Sebastian in the cast of "Sackcloth and Scarlet," which will be the feature next.... at the..... theatre.

the path that leads through the studio gates, across the big stages and to the cashier's window is never easy."

Alice Terry, featured in "Sackcloth and Scarlet," is another player who went to Hollywood, unknown and unannounced, and started up the ladder to success. Miss Sebastian and Orville Caldwell head the cast of the picture coming to the..... on..... The remainder of the

cast includes Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and Jack Huff.

## Tough!

Alice Terry suffered a bitter disappointment during the filming of "Sackcloth and Scarlet," which Henry King directed for Paramount release.

At the time she was signed for the role of Joan Freeman she had not read this George Gibbs story but knew that one of the scenes depicted a thrilling rescue of a girl on a runaway horse.

For the previous six months she had ridden almost daily and had achieved real proficiency in horsemanship, an accomplishment of which she is more than proud. She looked upon "Sackcloth and Scarlet" as an excellent opportunity in which to display her skill.

But when she inquired regarding the kind of riding habit she should wear, she was told that Dorothy Sebastian, who plays the part of her sister, was the girl who figured in the rescue so Miss Terry watched it from the sidelines.

Miss Terry, Orville Caldwell and Miss Sebastian are the three featured players in "Sackcloth and Scarlet," which opens..... at the..... It's an appealing romance of two sisters.

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Wearing eight one day was the Terry during the cloth and Scarlet wears twelve diff the production, ead man responsible for the fact that Mis screen fashions. T York for fitting ful preparations indicates the care made before even "Sackcloth and Scas adapted from

The picture w George Gibbs' Geraghty, Jules Fu Herne and produc who made "The Wh able David," "Rom screen hits. Dorot ville Caldwell are the cast.

## Touching Scene "Sackcloth and Scarlet"

A "baptism scenes in "Sackcloth and Scarlet," which was considered by H. King, who for Paramount beautiful scene motion picture release, the most d same time the mos he has made in halice Terry was career of more than the crib of he

In this scene shown watching ov sister's apparently the sister, unconc armchair, idly smc had declined to pe called in to baptiz

Miss Terry, with the baby that her had, was shown wi filling with tears a on the little one's them forming the The tears were r scene was made, tered a sigh of relie stone in the picc been passed.

Orville Caldwell Sebastian are f Terry in "Sackc Otto Matiesen, I John Miljan, Cl four-year-old Ja important roles.

The picture is novel of the sar Gibbs. The stor: in the Red Book

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Star-

Four directors nearly all its new to one film produc B. De Mille, D. V gram and Henry

King comes ri "star-maker." T "ola" and "The been developing

he started directi can Film Compa Barbara, Californ

The first star or and director at William Russell.

Later, as an ac the Balboa studio he developed Bab the first child star, essful star in his

He helped estab and in "Tol'able thelteness as a succ own production, David" he brought came into promi into the film spotl," which King

Pauline Garon nence in "Sonns definitely estab- ful stardom with This same pic- Coleman from

has become a g. He took a Sebastian, a reen, in giving chance with Dorc with Alice Terry action, "Sackcloth ramount. And he her a featured rol in his latest prod ng. The picture, n at the..... on that.

Developing play habit with Henry Newman to the her a featured rol in his latest prod ng. The picture, n at the..... on that.

which will be show, prominent stage ..... will proved in the leading picture which is a he novel by George

Orville Caldwell player is feature man's role in the screen version of t Gibbs.



tion pictures, enjoyed her first opportunity of wearing lavish modern gowns in her first Paramount picture, "Sackcloth and Scarlet," which will be shown at the ..... Theatre next.....

Miss Terry has been beautifully gowned in many pictures but in such instances the gowns were of period design. In such pictures as have shown her in modern clothes her roles did not permit anything extravagant.

Wearing eight different gowns in one day was the record set by Miss Terry during the filming of "Sackcloth and Scarlet." All in all, she wears twelve different creations in the production, each designed by the man responsible for Gloria Swanson's screen fashions. The fact that Miss Terry travelled all the way from Hollywood to New York for fittings indicates the careful preparations made before even a single scene of "Sackcloth and Scarlet" was "shot."

The picture was adapted from George Gibb's novel by Tom Geraghty, Jules Furthman and Julie Herne and produced by Henry King, who made "The White Sister," "Tol'able David," "Romola" and other big screen hits. Dorothy Sebastian, Orville Caldwell are also featured in the cast.

Touching Scene  
"Sackcloth and Scarlet"

A "baptism scene," one of the scenes in "Sackcloth and Scarlet," is considered by Henry King, who directed this picture for Paramount release, the most difficult and at the same time the most beautiful scene he has made in his motion picture career of more than a dozen years.

In this scene Alice Terry was shown watching at the crib of her sister's apparently dying baby while the sister, uncombed, lay in an armchair, idly smoking. The sister had declined to permit a priest to be called in to baptize the infant.

Miss Terry, with all the love for the baby that her sister should have had, was shown with her eyes slowly filling with tears, the tears falling on the little one's forehead, four of them forming the points of a cross.

The tears were real and finally the scene was made. Director King uttered a sigh of relief. Another milestone in the picture's progress had been passed.

Orville Caldwell and Dorothy Sebastian are featured with Miss Terry in "Sackcloth and Scarlet." Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and four-year-old Jack Huff play other important roles.

The picture is an adaptation of the novel of the same name by George Gibb. The story also ran as a serial in the Red Book magazine.

Star-maker!

Four directors give the screen nearly all its new players, according to one film producer. They are Cecil B. De Mille, D. W. Griffith, Rex Ingram and Henry King.

King comes next by the title, "star-maker," to maker of "Romola" and "The White Sister" has been developing new players ever since he started directing at the old American Film Company studio in Santa Barbara, California.

The first star he developed was William Russell.

Later, as an actor and director at the Balboa studio in Long Beach, he developed Bay Marie Osborne, the first child star.

He helped establish Richard Barthelmess as a successful star in his own production and in "Tol'able David" he brought Ernest Torrence into the film spotlight.

Pauline Garon came into prominence in "Sony," which King directed.

Lillian Gish was definitely established in successful stardom with "The White Sister." This same picture brought Ronald Coleman from obscurity to fame.

Developing players has become a habit with Henry King. He took a chance with Dorothy Sebastian, a newcomer to the screen, in giving her a featured role in "Sackcloth and Scarlet" for Paramount. And he didn't go far wrong. The picture, which will be shown at the ..... on ..... will prove that.

Orville Caldwell, prominent stage player is featured in the leading man's role in the picture which is a screen version of the novel by George Gibb.

girl meets and falls in love with a congressman. She has no idea that he is really the father of little Jack. Their romance progresses rapidly until Polly returns. There is instant recognition between her and Edwards and, for the time at least, Joan's little bubble of happiness is burst.

Everything is straightened out—Polly goes back to her dancer-husband in France and Joan turns to Edwards as the picture closes.

Dorothy Sebastian plays Polly and Orville Caldwell has the role of Stephen Edwards. Otto Matiesen, Kathleen Kirkham, John Miljan and others play in support.

Tom Geraghty, Jules Furthman and Julie Herne are credited with the screen play.

(Review No. 2)

Henry King, producer of "The White Sister," "Tol'able David," "Romola," etc., has added another to his long list of screen successes—"Sackcloth and Scarlet," a Paramount picture with Alice Terry now at the ..... Theatre.

The story is an adaptation of George Gibb's novel. The scenes are laid in Lake Louise, Canada; in a little village in Brittany, New York and Washington, D. C. It is against these contrasting backgrounds that a plot unfolds in absorbing detail and love stories of two sisters, stand out in start-

Polly, with the independent spirit of young womanhood, she packs her grip and starts out west under the pretense of visiting relatives. She registers at a mountain resort, becomes involved in a flirtation with one of the hotel guides. And it is Joan, played by Miss Terry, who comes to the rescue when she encounters difficulties.

All through the picture there is Polly taking all—Joan giving everything, sacrificing everything even her good name to shield her sister.

It's a great woman picture, this one! Real, appealing.

Orville Caldwell, who played in the stage production of "The Miracle," has the leading man's role in "Sackcloth and Scarlet." There's a well known cast of players in support.

Nothin' to It!

If you want to be a screen actor, go ahead and be one.

Do what you want to do or you are cheating yourself.

This truism is sounded by Henry King, motion picture director who has to his credit such successes as "The White Sister," "Romola," "Tol'able David," and "Twenty-three and a Half Hours' Leave," and "Sackcloth and Scarlet," a Paramount picture coming to the ..... Theatre.

"First make up your mind that you are sure you want to follow a certain course," says King. "When you have done this, do not let anything stop you. No man or woman can be really happy or truly successful doing work that is distasteful."

"Motion pictures are filled with people who are in them because they had sufficient strength of will to get out of the ruts in which they previously had found themselves. The people in 'Sackcloth and Scarlet' are good examples. Alice Terry was educated to become a teacher. Orville Caldwell, the leading man, was sent to the University of California to become a lawyer. Dorothy Sebastian graduated from the University of Alabama a year ago and opened an art studio in her home city, Birmingham. I studied for the ministry."

"All of us have found our places in motion pictures. It isn't that the professions for which we were educated are not honorable or because they do not offer a future as great or greater. It is just that we are happier where we are and consequently of more good to ourselves and to the world."

In addition to the players mentioned, the cast of "Sackcloth and Scarlet" includes Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and Jack Huff.

Closes Run

The Henry King production, "Sackcloth and Scarlet," a Paramount picture featuring Alice Terry which opened at the ..... Theatre on ..... last, will close its run there today.

The story is an adaptation of the novel of the same name by George Gibb. Dorothy Sebastian, formerly of the "Follies" and "Scandals" in New York City, and Orville Caldwell head the cast.

players and making stars of them.

Alice Terry was educated with the idea of becoming a teacher. Orville Caldwell studied law at the University of California. Henry King was prepared for the ministry. The three are together as leading woman, leading man and director in "Sackcloth and Scarlet," King's first production for Paramount release.

There is nothing small about Orville Caldwell who appears opposite Alice Terry in Paramount's "Sackcloth and Scarlet." He is six feet three and weighs 190 pounds.

A strong resemblance to Alice Terry was one of the reasons why Dorothy Sebastian was selected for an important role in "Sackcloth and Scarlet," Henry King's first production for Paramount. Miss Sebastian appears as Miss Terry's younger sister in this production.

More than a month was spent in the Sierra Nevada Mountains by Henry King and the members of his company engaged in filming "Sackcloth and Scarlet," featuring Alice Terry, his first production for Paramount.

Robert Kane, who heads the organization which produced "Sackcloth and Scarlet," featuring Alice Terry, for Paramount release, sold his every possession, including a major interest in the United Studio, to enlist as a private in the American

Army in 1917. The close of the war he left the Army with four decorations and a captain's commission.

No director takes more care in the selection of players for his casts than Henry King who directed "Sackcloth and Scarlet," his first production for Paramount, featuring Alice Terry. King made screen tests of more than 20 persons for one role. Then he wired to New York for Dorothy Sebastian to come West to play the important part. He had seen her on the stage some months before.

The first child star, Baby Marie Osborne, was given her start by Henry King, who made "Sackcloth and Scarlet" for Paramount.

Several young screen players received their first big opportunities in "Sackcloth and Scarlet," which Henry King directed for Paramount. Among the players developed by King in the past are Richard Barthelmess, Ernest Torrence, Douglas MacLean and Ronald Coleman.

"Sackcloth" Coming

The Henry King-Paramount production, "Sackcloth and Scarlet," from the popular novel of the same name by George Gibb and featuring Alice Terry, Dorothy Sebastian and Orville Caldwell, comes to the ..... Theatre for a run of ..... days on ..... next.

The story is one of two orphan sisters, one the home-loving kind, the other jazz-mad, thoughtless. The picture has to do with the trials and sacrifices of the older girl watching over, caring for and catering to her sister.

The picture was adapted for the screen by Tom Geraghty, Jules Furthman and Julie Herne. Included in the supporting cast are Otto Matiesen, Kathleen Kirkham, John Miljan, Clarissa Selwynne and little Jackie Huff.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

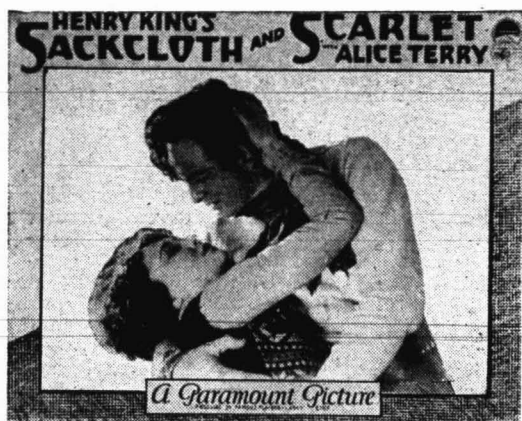
BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
ESHENFELDER, GEORGE	110 N. Lee Street	Jacksonville, Fla.
		(and Charlotte, N. C.)
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HALLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MENDELSSOHN, WILLIAM	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E. 2nd St.	Salt Lake City, Utah
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM.	514 Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. K.	113 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WHEAT, JAMES M.	1610 Davenport St.	Omaha, Nebr.
		(and Des Moines, Iowa)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELINER, IRWIN	62 N. State St.	Wilkes Barre, Pa.





# Henry King's "Sackcloth and Scarlet" PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth



SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

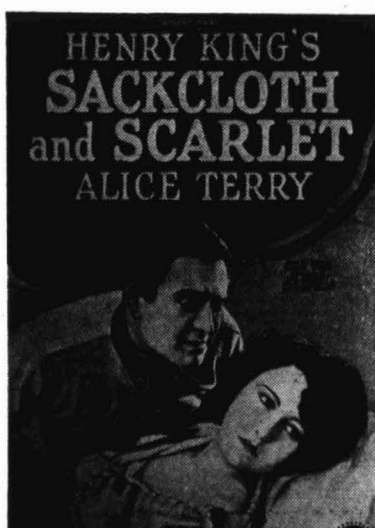
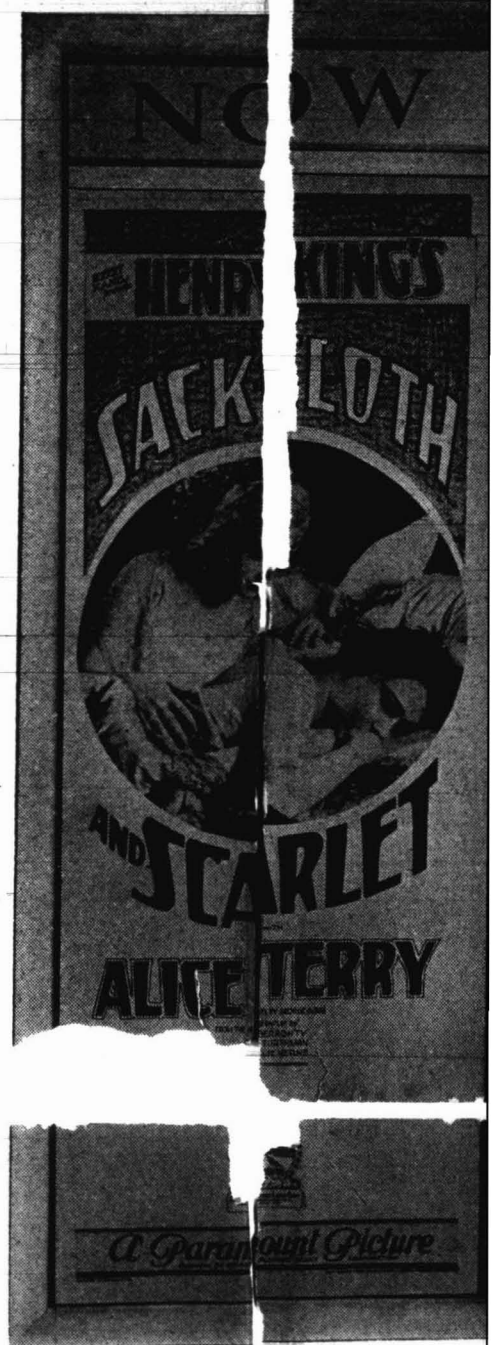
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising			
POSTERS			
One Sheet (1A and 1B).....	\$ .15	Two Column .....	.10
Three Sheet (3A and 3B).....	.45	Supplementary (Two Column) (Adv. Only) ..	.10
Six Sheet (6A).....	.75	Three Column .....	.15
Twenty-four Sheet (24A).....	2.40	Four Column .....	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored).....	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)....	1.50
		Insert Cards (14 x 36 in. to fit above).....	.25
		4 x 28 Gilt Frames .....	
		Heralds, per the .....	
For Newspaper & ADVERTISING CUs		Window Card .....	
One Column .....	.35	Announcement Slide .....	
Two Column .....	.65	Ability Photos, Each.....	.10
Supplementary (Two Column).....	.25	Trailers—National Screen Service	
MATS, ADVERTISING, PRODUCTION, ETC.		128 W. 46th St., New York City	
One Column .....	.05	845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive St., Los Angeles, Cal.	

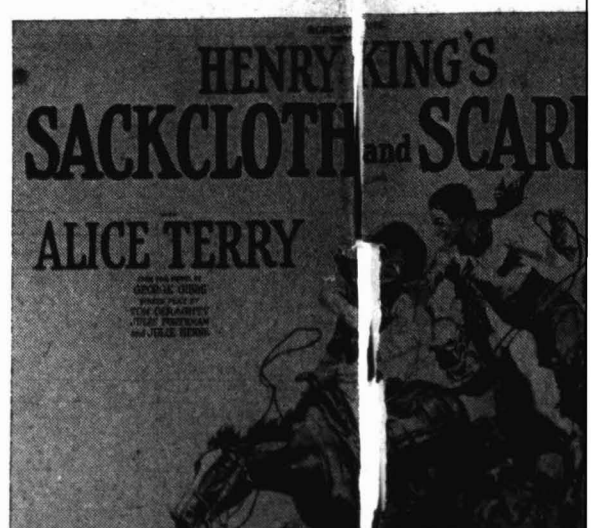
Press Books and Music Cues are gratis.

## It's Colored INSERT CARDS

Insert cards are the handy me of the poster family—you find a dozen different use for them. And they're cheap



Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!





# g's "Sackcloth and Scarlet" ER THAT PACKS THE PUNCH

*Running, It's Worth Advertising"*



## *It's Colored* INSERT CARD

Insert cards are the handy men  
of the poster family—you'll  
find a dozen different uses  
for them. And they're cheap!



COLORED LOBBY PHOTOS—EACH 11" x 14"

## Catchy Catchlines

The sackcloth of repentance vs. the scarlet of love.

The Greatest Woman-Picture of the Season.

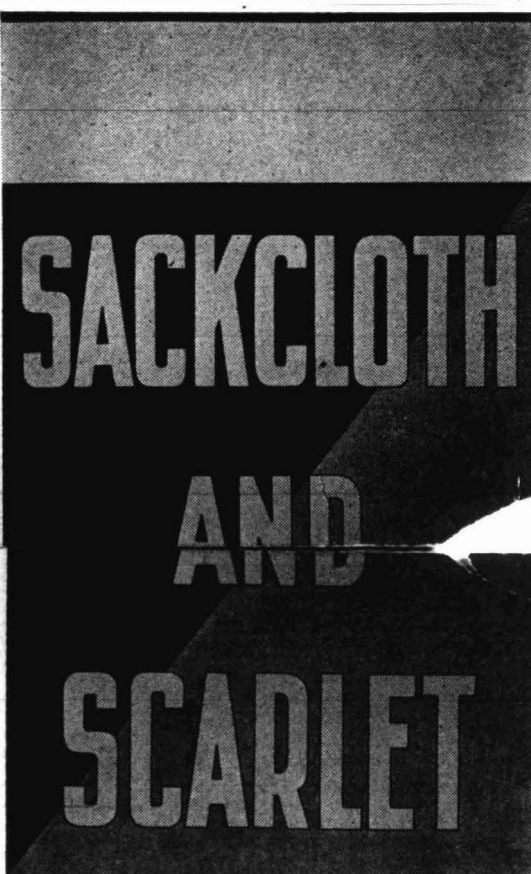
What every woman knows—and has never told.

How far would YOU go in protecting the reputation of your erring sister?

SACKCLOTH—strong, fearless, unselfish.  
SCARLET—love-tossed, jazz-swept, reckless.

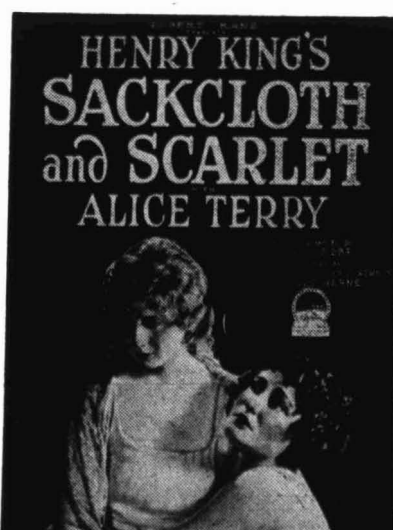
The red ruin of love and the white angel of forgiveness.

Does the woman always pay? Or is it sometimes the ones who love her?



Window Card

*Put the picture over the top by  
putting posters over the town.  
Here are real business-getters!*







## SET OF EIGHT COLORED LOBBY CARDS

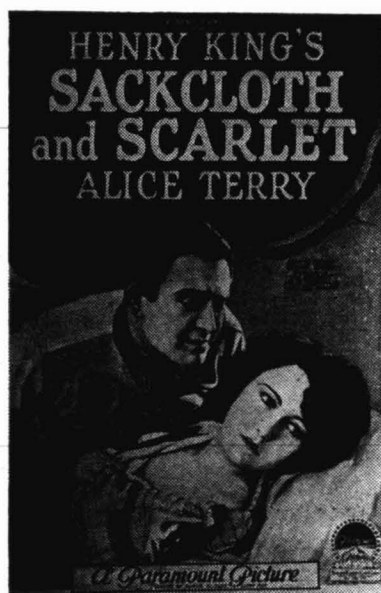
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For Outdoor Advertising POSTERS		FOR GENERAL EXPLOITATION	
One Sheet (1A and 1B).....	.15	Two Column .....	.10
Three Sheet (3A and 3B).....	.45	Supplementary (Two Column) (Adv. Only)...	.10
Six Sheet (6A).....	.75	Three Column .....	.15
Twenty-four Sheet (24A).....	2.40	Four Column .....	.25
PHOTOS FOR YOUR LOBBY		GILT-EDGED FRAMES, (Size 17 x 43 in.)...	
22 x 28 (Colored) .....	.40	Insert Cards (14 x 36 in. to fit above).....	1.50
For Newspaper & ADVERTISING CUTS		2 x 28 Gilt Frames .....	.25
One Column .....	.35	Merchandise, per the .....	
Two Column .....	.65	Window Card .....	
Supplementary (Two Column).....	.35	Announcement Slide .....	
MATS, ADVERTISING, PRODUCTION, ETC.		Publicity Photos, Each .....	.10
One Column .....	.45	Trailers—National Screen Service	
		126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive St., Los Angeles, Cal.	

Press Books and Music Cues are gratis.

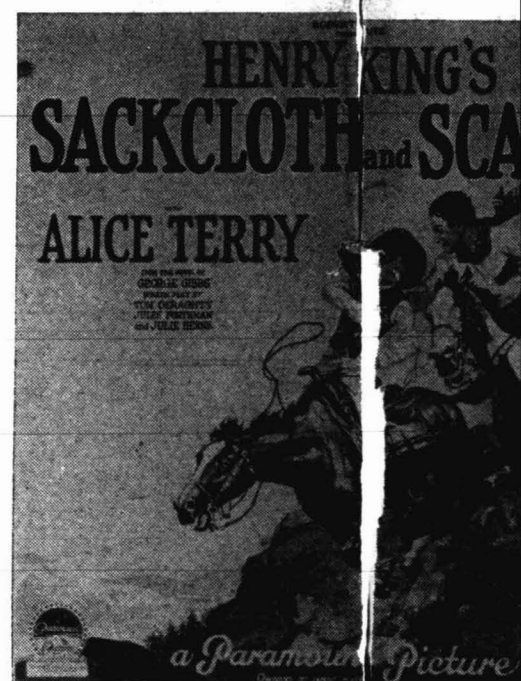


One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A

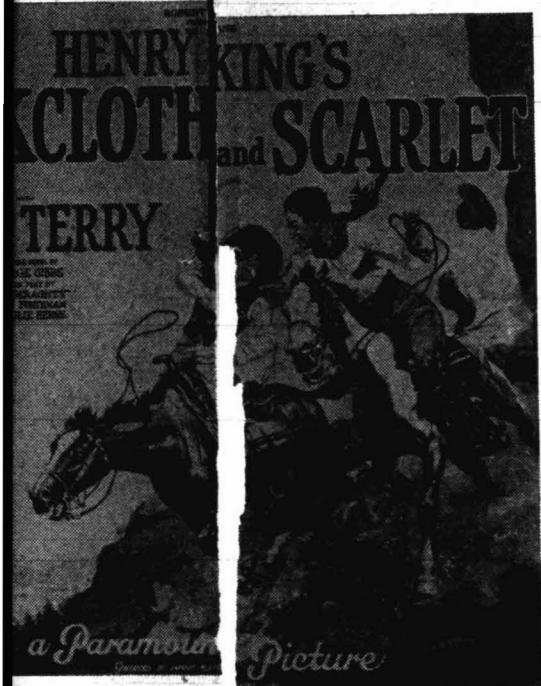


Three Sheet Poster 3A

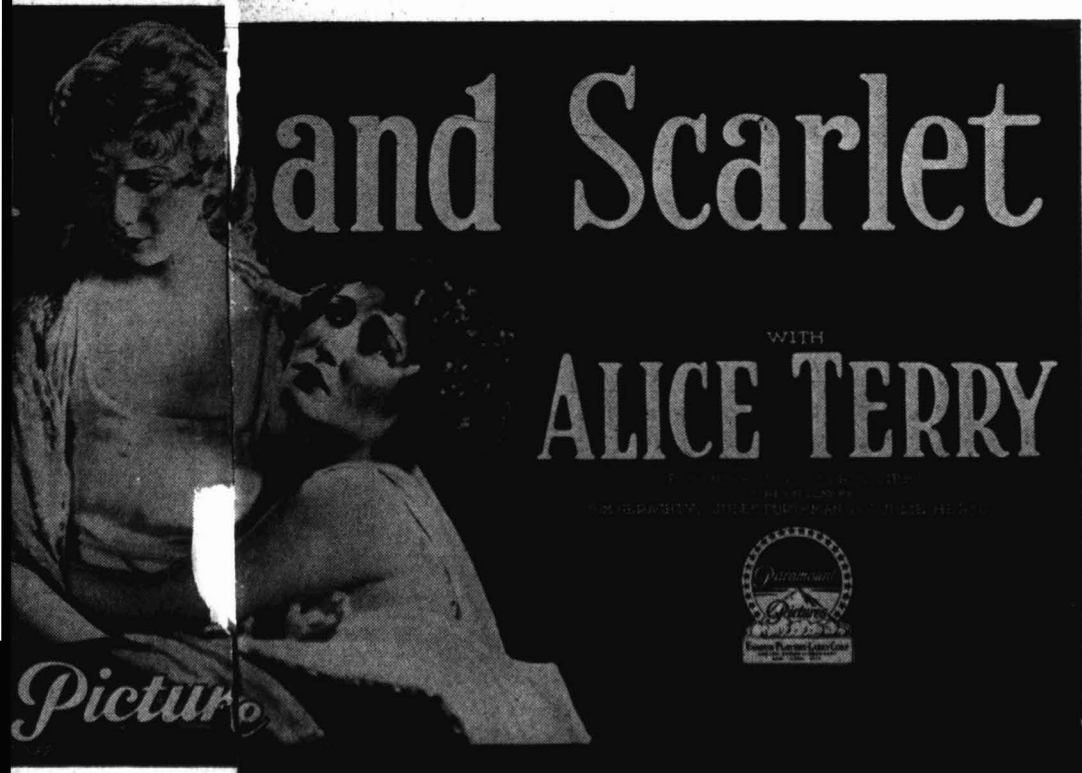


Twenty-four Sheet Poster 24A





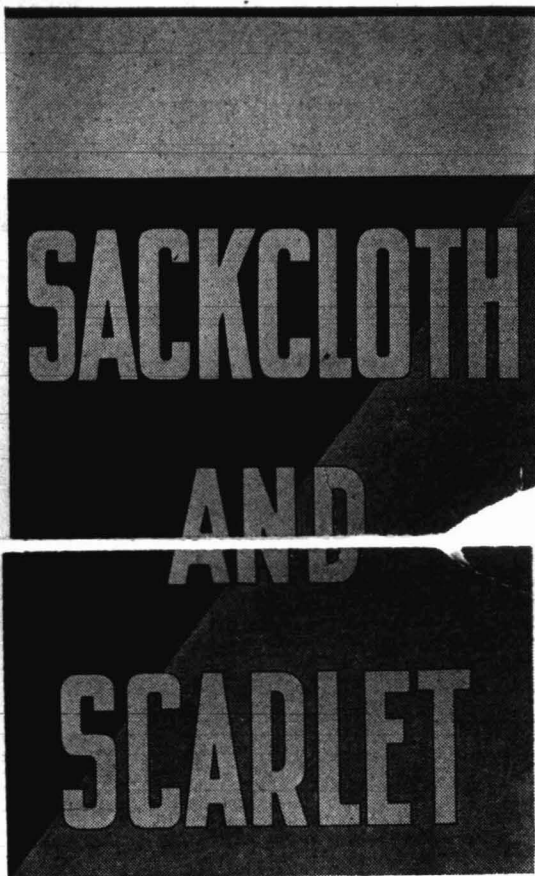
Six Sheet 1 poster 6A



Twenty-four Sheet Poster 24A



COLORED LOBBY PHOTOS—EACH 11" x 14"



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide

## Catchy Catchlines

The sackcloth of repentance vs. the scarlet of love.

The Greatest Woman-Picture of the Season.

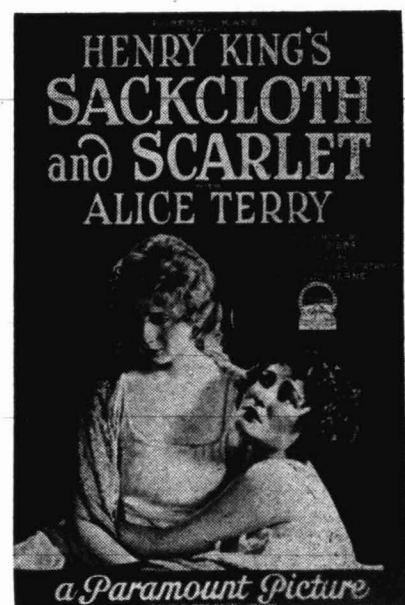
What every woman knows—and has never told.

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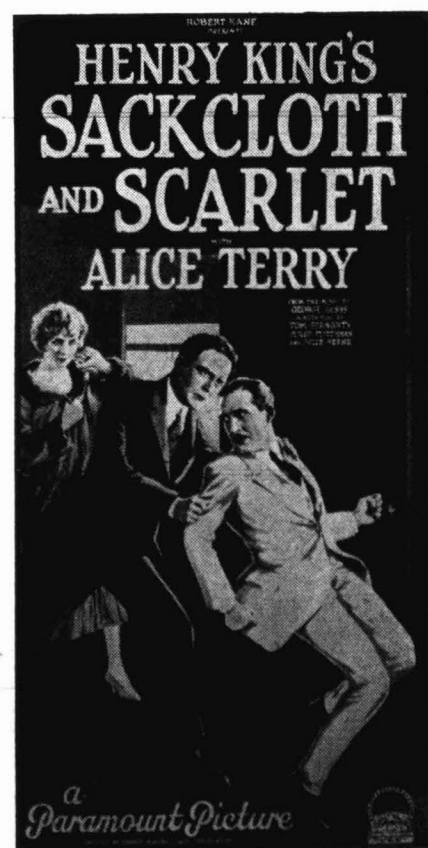
SACKCLOTH—strong, fearless, unselfish.  
SCARLET—love-tossed, jazz-swept, reckless.

The red ruin of love and the white angel of forgiveness.

Does the woman always pay? Or is it sometimes the ones who love her?



One Sheet Poster 1B



Three Sheet Poster 3B

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